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**CLAIMS:**

1. A display aid comprising a user interface portion and a handle mounting portion, wherein said handle mounting portion is deformable between a first position in which it is substantially flat and a second position where it is deformed so as to attach over a handle of a cart.
2. A display pad according to claim 1, wherein at the second position the handle mounting portion assumes at least a portion circular portion attachable over the handle.
3. A display pad according to claim 1, wherein the handle mounting portion comprises a pair of hook portions for clasping onto the handle.
4. A display pad according to claim 1, wherein the handle mounting portion comprises at least a pair of first hooks and at least one counter member extending intermediate said hooks, which at the second position extend at opposite sides of the handle and bare onto it.
5. A display pad according to claim 1, wherein the handle mounting portion comprises a double-lobed base portion and a hook portion circumscribing the base portion.
6. A display pad according to claim 5, wherein the hook portions are joined to one another via an integral hinge or a film hinge extending about a central fold line of the handle mounting portion, and said hook portions are hinged at their other ends to a portion adjoining the user interface portion, at inclined fold lines by integral hinges or a film hinges.

7. A display pad according to claim 6, wherein the inclined fold lines extend at an angle if between about 30° and 60° with respect to the central fold line.
8. A display pad according to claim 6, wherein when the handle mounting portion is attached to a handle, the hooks partially embrace the handle. A display aid according to claim 6, wherein upon depressing the hook portions towards one another they assume a butterfly like configuration giving rise to a handle bracing zone formed at the absent portion of the base portion.
9. A display pad according to claim 1, wherein when the display aid is attached to the handle it loosely dangles therefrom and is swingable about the handle.
10. A display aid according to claim 1, wherein the user interface portion comprises at a front surface thereof a data pad.
11. A display pad according to claim 2, wherein the data pad is a writing pad.
12. A display pad according to claim 1, wherein the user interface portion comprises an erasable writing surface.
13. A display pad according to claim 1, wherein the user interface portion comprises at least a partial preset list of items with a tic box associated with each item.
14. A display pad according to claim 1, wherein the user interface portion comprises a stack of paper.

15. A display pad according to claim 1, wherein the user interface portion comprises a writing utensil holding portion.
16. A display pad according to claim 1, wherein at least a portion of the display aid bears a commercial motive for advertisement purposes.
- 5 17. A display pad according to claim 16, wherein at least a front surface of the display aid comprises commercial display portion.
18. A display pad according to claim 16, wherein the display aid comprises at least a portion shaped in the form of a commercial element.
19. A display pad according to claim 1, wherein the
- 10 20. A display pad according to claim 1, wherein at least the handle mounting portion is made of a sheet of rigid though pliable material.
21. A display pad according to claim 20, wherein the at least handle mounting portion is made of a sheet of plastic material.
- 15 22. A display pad according to claim 20, wherein the at least handle mounting portion is made of a sheet of cardboard.
23. A display pad according to claim 1, wherein the user interface portion and the handle mounting portion are integral.
24. A display aid according to claim 1, comprising an attachment arrangement for keeping the display aid while not attached to the cart.
- 20 25. A display aid according to claim 24, wherein the attachment arrangement is an opening for hanging the aid from a hook.

26. A display device according to claim 24, wherein the attachment arrangement is a sheet of magnetic material.
27. A display device according to claim 24, wherein the attachment arrangement is a one of a hook and pile couple adapted for engagement with 5 another of the hook and pile couple.
28. A display aid according to claim 1, being a shopping list.
29. A display aid comprising a user interface portion and a handle mounting portion, wherein said handle mounting portion comprises at least a pair of hooks for removable bracing at least a portion of a handle of a cart such that when it is 10 mounted over the handle said user interface portion loosely dangles.
30. A display aid comprising a user interface portion and a handle mounting portion, wherein said handle mounting portion is removably attachable to a handle of a cart by at least partially embracing a portion of the handle.